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Qualcomm Contacts:

Tina Asmar, Corporate Communications

Phone: 1-858-845-5959

Email: corpcomm@qualcomm.com

Cheryl K. Goodman, Qualcomm MEMS Technologies Inc.

Phone: 1-858-525-5084

Email: qmtpr@qualcomm.com

Warren Kneeshaw, Investor Relations

Phone: 1-858-658-4813

Email: ir@qualcomm.com

Shanghai Nutshell Contact:

Chen Da Nian, Shanghai Nutshell Electronic Co., Ltd.

Phone: 86-021-60588688-850615

Email: liuting03@snda.com

Shanghai Nutshell, Seller of Bambook Branded E-readers, and Qualcomm Bring First mirasol Display Technology to China

*— mirasol Display Capabilities Enhance Interactive Content on Next-Generation
Bambook E-reader —*

LAS VEGAS — January 9, 2012 — [Qualcomm MEMS Technologies Inc.](#), a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), and The Shanghai Nutshell Electronic Co., Ltd, a subsidiary of Shanda Networking Co., Ltd, China's largest interactive digital content provider, today announced the first e-reader featuring mirasol® display technology, the Bambook Sunflower, to be commercially available in China in the coming weeks. With the Bambook Sunflower, Shanghai Nutshell introduces the Chinese consumer to a new category of interactive e-reader that delivers a touch display, vibrant color even in bright sunlight and weeks of reading under typical usage. *

“With the Bambook Sunflower e-reader, Shanghai Nutshell and Shanda have raised consumer expectations for digital reading, both in terms of color content and an interactive user experience,” said Clarence Chui, senior vice president and general manager of Qualcomm MEMS Technologies, Inc. “Our mirasol display enriches users’ experience of Shanda’s content without sacrificing battery life.”

The Bambook e-Reader includes access to Shanda’s expansive content distribution portfolio, which includes millions of books, magazines and comics. Additionally, interactive content and social features enable users to share favorite passages with friends or send feedback to the authors.

“As a leading interactive entertainment media company, Shanghai Nutshell has the experience to understand and satisfy the digital content needs of Chinese consumers,” said Tom Guo, chief executive officer of Shanghai Nutshell. “The Bambook Sunflower e-reader with mirasol display satisfies our customers’ needs in ways no other device or display technology can.”

The Bambook e-reader features a 5.7” XGA format (1024 x 768 pixels) mirasol display (screen resolution of 223 ppi) and Qualcomm’s 1.0 GHz Snapdragon™ S2 processor.

The Bambook custom application interface sits atop an Android 2.3 base.

The Bambook e-Reader will be available for pre-purchase and will ship to customers in February 2012. Customers may register to pre-order now at the Bambook Sunflower registration site (<http://bb.sdo.com/ploy/mirasol/home.aspx>).

* Battery life varies depending on usage and ambient light. Battery life based upon 30 minutes of daily reading time with Wi-Fi off and integrated reading light set to 22 percent utilization.

About Shanda and Shanghai Nutshell

Shanda Interactive Entertainment Limited (Nasdaq: SNDA) is a leading interactive entertainment media company in China, offering a broad array of online entertainment content on an integrated service platform to a large and diverse user base. Shanda offers its high quality entertainment content – from massively multi-player online role-playing games (MMORPGs) and advanced casual games, to social network games, e-sports, literature, film, television, music, and video – through its subsidiaries and affiliates, including Shanda Games, Cloudary, Ku6 Media, and various other online community and business units. By providing a centralized platform, Shanda allows its users to interact with thousands of other users while enjoying some of the best entertainment content available in China today. A subsidiary company of Shanda Group, Shanghai Nutshell is dedicated to providing a great, interactive reading experience. Its inaugural eReader brand, Bambook, has been awarded over 20 prizes since its launch.

About Qualcomm MEMS Technologies Inc.

Qualcomm MEMS Technologies Inc. has drawn on the same color-producing process that makes a butterfly's wings shimmer to develop the revolutionary mirasol display technology. The mirasol display is the industry's first to use interferometric modulation (IMOD); a micro-electro-mechanical systems-based technology capable of creating color from ambient reflected light. Qualcomm's mirasol displays are bi-stable, energy efficient, offer refresh rates to support interactive content and are highly reflective, allowing for superb viewing quality in a wide range of environmental conditions, including bright sunlight. With applications in a variety of mobile devices, mirasol displays support Qualcomm's overall strategy of mobile innovation by enabling a compelling viewing experience with significantly less power. For more information, visit the mirasol displays [website](#), our [Blog](#) or follow us on [Facebook](#) and [Twitter](#).

About Qualcomm

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

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